



OFFICE OF THE COUNTY EXECUTIVE  
*Milwaukee County*  
SCOTT WALKER • COUNTY EXECUTIVE

**FOR IMMEDIATE RELEASE**

June 29, 2007

For more information, please contact:  
Fran Rudig (414) 278-4244, (414) 235-6592  
Jeff Baudry, Parks Dept. (414) 257-4575

**Walker Encourages Residents to  
Help Make Milwaukee's Lakefront Clean and Healthy  
National Clean Beaches Day Celebration—July 5<sup>th</sup> 9:00am-12:00pm**

**Milwaukee, WI (July 5<sup>th</sup>, 2007)** — Get involved, Milwaukee! County Executive Scott Walker invites area residents to get involved in National Clean Beaches Week beginning June 29 – July 5, 2007 at our Milwaukee County beach locations. National Clean Beaches Week will highlight three major themes of importance to beachgoers: travel/leisure, recreation, and the environment. The Milwaukee County Parks have joined with Keep Greater Milwaukee Beautiful, Inc. to celebrate National Clean Beaches Day on July 5, 2007 at the following locations:

- **Bradford Beach**, 2400 N. Lincoln Memorial Drive, Milwaukee, WI
- **McKinley Beach** 1750 N. Lincoln Memorial Drive, Milwaukee, WI
- **South Shore Beach** 2900 S. Superior Drive, Milwaukee, WI

Help keep Milwaukee's beaches clean and healthy! Volunteer to help pick up garbage and remove other dangerous debris from our lakeshores. According to the Clean Beaches Council, E. coli is more highly concentrated in beach sand than in water. To learn more about what you can do to prevent beach contamination, visit [www.cleanbeaches.org](http://www.cleanbeaches.org).

Keep Greater Milwaukee Beautiful will be providing **FREE** garbage bags and gloves to volunteers who participate in the clean beach effort. In return for their hard work, each volunteer will receive a **Thank You Coupon good for one free admission to the Milwaukee County Zoo, in addition to other discounts on golf, County water parks, and more!** Cleanup day refreshments will be provided by Coca-Cola! All interested volunteers should call Katie Nichols at (414)-272-5462 x 106 to register.

Keep Greater Milwaukee Beautiful, Inc. (KGMB) is an award winning, private, non-profit, 501(c)(3) organization. Established in 1983, it has been affiliated with Keep America Beautiful, Inc. since 1985.

This event is sponsored by Coca Cola, The Milwaukee County Parks, The Clean Beaches Council and Force Flex. For more information contact Katie Nichols at (414) 272-5462 x106.

###